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**IMPORTANCE OF DIGITAL MARKETING AND BIG DATA PROCESSING FOR  
SMALL AND MEDIUM SCALE ENTERPRISES IN SRI LANKA: A STUDY**

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***ABSTRACT***

Internet enabled everyone to be connected all the time. This connectivity transformed the buying behavior of common man significantly. This paper discusses how digital media marketing, Viral and mobile marketing influence the business behavior and global economics by focusing on Sri Lankan market. By using the Sampling technique it was made as observational research. Digital marketing is vitally important for Small and Median scale Enterprises (SMEs) as it provides the opportunity to establish significantly more engaged communication channels with consumers for a significantly reduced budget. At the same time, digital marketing provides significant measurement and analysis of consumer behavior and engagement. The influence of digital media encouraged the organizations to think about viral marketing and mobile marketing. Organizations use viral marketing as a tool to make the promotions with low cost through digital medium. Even though the mobile marketing began with earlier technologies, the latest mobile applications allowed the companies to redefine the mobile marketing as effective advertisements. These Digital Marketing is now leading to BIG DATA processing in the organizations. In general the business trend is going behind the digital media platform rather than the traditional marketing methods. This paper will express the Importance of Digital Marketing and Big Data processing in the SME's in Sri Lankan context.

**Keywords:** Digital Marketing, Viral Marketing, Mobile Marketing ,Big Data